



FIRST THERE WAS LABUBU, THEN THERE WAS FUGGLER

EXPLORING MARKETING STRATEGIES AND
CUSTOMER SATISFACTION OF UGLY-CUTE DOLLS

Introduction

This group decided to use LABBU as the subject of our research to understand the development background and cultural origins of the "ugly-cute" doll.

We will explore the reasons for its explosive popularity and analyze its marketing strategies, study the impact of the "ugly" trend on the "cute" toy market, and analyze consumers' purchasing motivations for "ugly-cute" dolls and their willingness to consume related products.

LABUBU

LABUBU focuses on blind boxes, which prevent consumers from knowing what form and appearance the doll inside will take. This "unknown" not only increases the excitement of buying but also enhances the anticipation and fun of opening the blind box.

FUGGLER

We can see that the "bandwagon effect" has a significant impact on the public's willingness to buy. By unboxing and sharing on social media, it becomes a current trend, creating a consumer mentality of "everyone else has it, so I have to follow the trend." People will follow suit and chase the trend.

Questionnaire Findings

More than half of consumers believe that ugly-cute dolls can express personal style and bring a sense of healing and relaxation, but the evaluation is very polarized, indicating that the audience for ugly-cute dolls is limited.

Conclusion & Recommendations

FUGGLER is relatively cheaper than LABUBU, making it a likely first choice for consumers looking for quirky, cute dolls. Its price point is advantageous, so modifications to its appearance could be considered to attract a wider audience while retaining its niche customer base.

LABUBU, with its widespread advertising and recognition across age and gender, should have its price adjusted to be more affordable for a broader range of consumers.